

# The Walt Disney Company

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# What is Disney doing in d-cinema?

- Supporting field demonstrations and trials; ten features to date, two more pending
- Working with the creative community on the process and technology (ASC, DGA, others)
- Ongoing technology testing and development
- Supporting ETC, CST efforts
- Actively participating in standards development

# What are Disney's general D-Cinema goals?

## Short Term

- Develop the techniques, technology, and infrastructure to support D-Cinema deployment industry wide
- Establish a common mastering format
- Help develop a globally interoperable D-Cinema architecture

# What are Disney's general D-Cinema goals?

## Long Term

- Improve the patron's movie-going experience via better imagery and audio
- Expand the capabilities of theatres
- Facilitate the rollout of d-cinema systems

# What are Disney's goals in an international dialogue?

- To establish a d-cinema approach as universal as 35mm film
- To encourage a high standard for digital exhibition
- To foster cooperation among international standards efforts